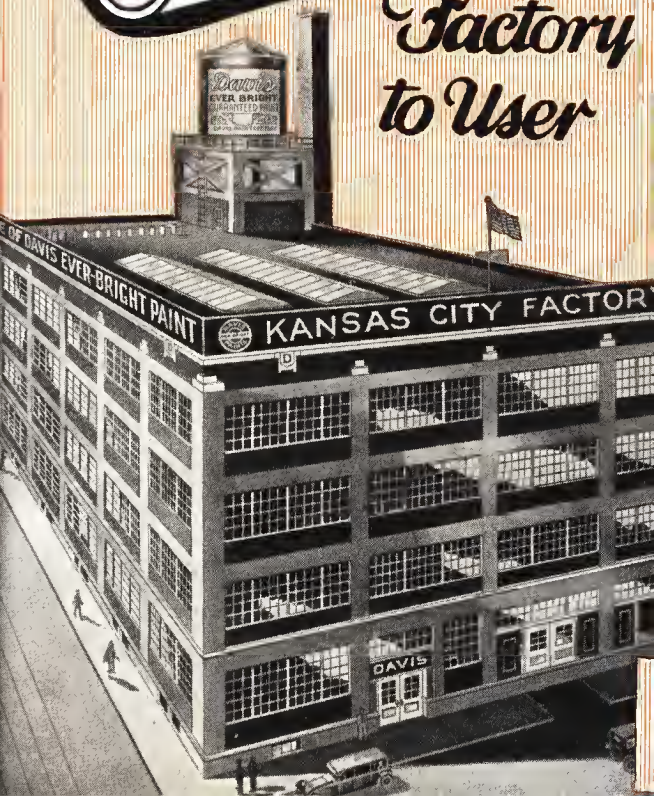
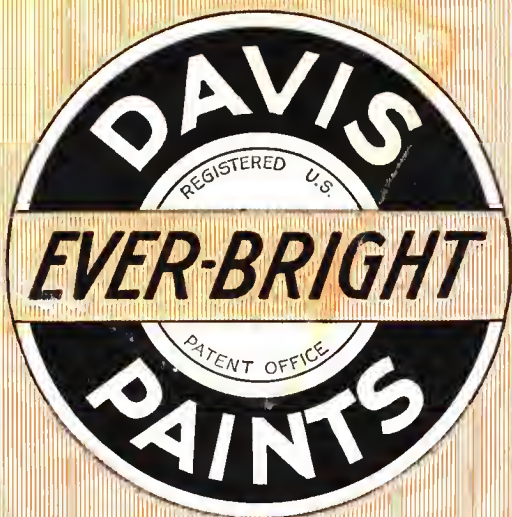


**Davis**  
**EVER-BRIGHT**  
**PAINTS**  
ARE  
*Guaranteed*

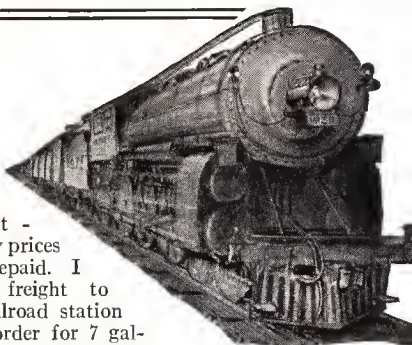
*Factory  
to User*





**DAVIS PAINT COMPANY**  
KANSAS CITY- BERKELEY- CLEVELAND

## FREIGHT PREPAID



Davis Direct - From-Factory prices are freight prepaid. I prepay the freight to your own railroad station on EVERY order for 7 gallons or more of Davis Ready-Mixed Paint. In this way you know exactly what your order of Paint will cost you laid down in your own freight depot. My freight prepaid prices make it possible for you to accurately compare Davis Direct-From-Factory prices with the prices quoted in local stores. When comparing Davis Direct-From-Factory prices with the prices of others, remember my prices are **FREIGHT PREPAID**.

### TRY 2 GALLONS OF MY PAINT AS A TEST

After receiving your order of Davis Paint consider the first two gallons as a test. If, after using the two gallons, you are not entirely satisfied; if it does not come up to your expectations or our guarantee, you may return the balance of your order and I will refund the entire amount you have paid and all transportation charges. I give you this opportunity to **TEST FOR YOURSELF**, under actual painting conditions, the quality of Davis Paint.



### YOU GET FRESH PAINT

It has long been known that fresh Paint spreads better, wears longer and goes farther than old, stale Paint that has been standing on the shelf for months and possibly for years. For this reason my Factories are scheduled to ship fresh Paint to Davis customers.

A large percentage of Davis Ever-Bright Paint is shipped within 48 hours after it is made. A few cans of slow selling colors may be in stock a longer time before being shipped. But when compared with most store Paint,

Davis Paint is shipped fresh to you.

There is no delay in getting orders out of a Davis Factory. If your order reaches us in the morning, it will be shipped that afternoon. Most orders are shipped within 3 to 6 hours after they are received.

By my plan of shipping fresh Paint you are assured of getting Paint that has the full life of the ingredients in it. When you get a can of Davis Ever-Bright Paint you can stick your paddle clear to the bottom. Because the Paint is fresh there are no hard substances or settlements in the bottom of the can.

Have no hesitancy in placing your order with my salesman today. I will pay the freight and Guarantee you absolute satisfaction.

Sincerely

*B. J. Davis*  
President

**DAVIS PAINT COMPANY**  
Kansas City, Mo.   Cleveland, Ohio   Berkeley, Calif.



# It Costs Less to Use Davis Paint

## **DIRECT FROM FACTORY**

Davis Ever-Bright Paint is sold Direct-From-Factory to user through our own local representatives. **WHEN YOU BUY FROM THE FACTORY** you actually save a good portion of the profits that ordinarily go to the wholesaler, jobber and dealer. Our two fine modern Paint and Varnish Plants, located at Kansas City, Missouri, and Cleveland, Ohio, are equipped with the latest and most up-to-date equipment. Because of my Direct-From-Factory plan of selling you get Paint at the very lowest possible prices.

**LASTING COLORS** You will find Davis Ever-Bright White House Paint the whitest Paint you have ever used. All color pigments used in Davis House Paint are carefully selected and of the finest quality, assuring clear toned colors and tints that are long lasting.

**FINE GRINDING** All Davis Paints are mill ground on the latest and most improved Paint grinding equipment. To make fine Paint, great care must be exercised in grinding, for the covering capacity of Paint is greatly affected by the grinding operation. The finer Paint is ground, the more surface it will cover. That's why many of our customers find it takes less Davis Paint to cover their buildings than it did some other brand they formerly used.

**UNIFORMITY** Every batch of Davis Paint is thoroughly examined and tested in our laboratory and checked against standard samples—it must be uniform and match our perfect laboratory samples before being shipped to our customers. That's why you will always find Davis Paints true to color and uniform in body.

**EASY TO USE** You will see a big difference in Davis Paint from ordinary Paint the minute you open the can. No hard settlings in the bottom. Davis Paint is made so that it flows from the brush smoothly and easily—leveling out to a perfect film. The time element has an important bearing on the cost of a painting job. The easier the Paint works, the less time it takes. A painter can cover more surface in a day with Davis Paint than he can with many Paints and the cost of application is reduced.

**DURABLE** Davis Paints are made from time-tested formulas that have proven satisfactory to thousands and thousands of customers throughout the entire United States. All ingredients used in Davis Paint are carefully selected and ground with utmost care—assuring our customers a Paint film that not only beautifies but also gives real protection against weather—one that is durable and lasting.

**GUARANTEE** And last, but by no means least, there is the Davis Money-Back Guarantee. Every gallon of Davis Paint is backed by a Legal Binding, Money-Back Guarantee. Many Paint companies do not see fit to give their customers a guarantee of any kind—but that is not our way of doing business. We know from actual experience that the wearing qualities of Davis Paint justifies us giving our customers a positive guarantee.

## **How to Estimate the Amount of Paint Needed**

To the number of feet in width (front and rear), add the number of feet in length (both sides); multiply this by the average height, and the product will be the number of square feet to be painted. This, divided by 250, as one gallon of Davis Paint will cover at least 250 square feet two coats, gives the quantity required in gallons.

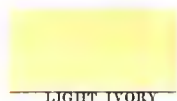
### **EXAMPLE**

Front .....	20 Feet
Rear .....	20 Feet
Side .....	30 Feet
Side .....	30 Feet
	<hr/>
	100 Feet
Height .....	20 Feet
Divide by 250.....	2,000 Square Feet
	8 Gallons for 2 Coats.

This rule is sufficiently correct for all practical purposes; but as the quantity required will be somewhat varied by the condition of the surface to be painted, allowance should be made if surface is in particularly bad condition or exceptionally dry.

# DAVIS EVER-BRIGHT QUICK DRYING ENAMEL

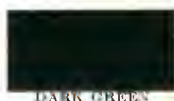
DRIES IN  
4 HOURS



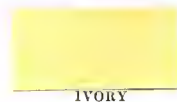
LIGHT IVORY



ORCHID



DARK GREEN



IVORY



LIGHT GRAY



RICH ORANGE



LIGHT CREAM



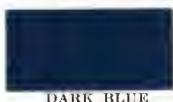
LIGHT BLUE



CHINESE RED



CREAM



DARK BLUE



LEMON YELLOW



LIGHT BUFF



LIGHT GREEN



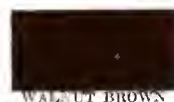
MEDIUM BROWN



PINK



JADE GREEN



WALNUT BROWN

ALSO MADE IN BLACK AND WHITE

# DAVIS EVER-BRIGHT QUICK DRYING VARNISH STAIN HIGH GLOSS



WALNUT



MAHOGANY



DARK OAK



GROUND COLOR

Ground Color is applied before the Varnish Stain when Stain is to be grained or when the color is to be radically changed.



LIGHT OAK

# DAVIS EVER-BRIGHT AUTO, WAGON & IMPLEMENT ENAMEL DRIES IN FOUR HOURS



YELLOW



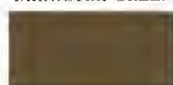
BREWSTER GREEN



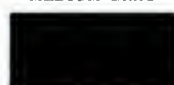
MEDIUM GRAY



CARMINE RED



SAHARA SAND



HUDSON BLUE



WAGON GREEN

ALSO  
MADE  
IN BLACK



RICH WINE

## DAVIS EVER-BRIGHT FLAT WALL PAINT



LIGHT IVORY



SKY BLUE



PINK



IVORY



DEEP BLUE



MEDIUM BROWN



CREAM



LIGHT BUFF



LIGHT GREEN



PEARL GRAY



BUFF



SEA GREEN

ALSO MADE IN WHITE


## DAVIS EVER-BRIGHT INTERIOR GLOSS—SEMI-GLOSS



IVORY



LIGHT BUFF



LIGHT GREEN



CREAM



BUFF



SEA GREEN



PEARL GRAY



SKY BLUE



DEEP BLUE

## DAVIS EVER-BRIGHT QUICK DRYING PORCH & FLOOR ENAMEL




OAK



GRAY



LIGHT LEAD



TILE GREEN



BROWN



TILE RED



RICH TAN




DUST




DRAB



SLATE



SMOKE GRAY



GOLDEN YELLOW

---

# *DAVIS EVER-* **HOUSE**

Davis Paints are true to color. They are easily prepared for spreading by following

In addition to Colors shown below House



IVORY



LIGHT IVORY



LIGHT CREAM



CREAM



COLONIAL YELLOW



BRIGHT YELLOW



RICH BUFF



BUFF



TERRA COTTA



APPLE GREEN

---

## **DAVIS EVER-BRIGHT BARN AND ROOF PAINT**



KENTUCKY RED



LIGHT RED



GRAY



GREEN

ALSO MADE IN BLACK AND WHITE

---

# ER-BRIGHT PAINT

finely ground, go on smoothly and are  
the plain, simple directions on each can

aints are made in BLACK and WHITE



FRENCH GRAY



PEARL GRAY



LIGHT LEAD



SLATE



SKY BLUE



SHUTTER GREEN



VERMILION



MAROON



CHOCOLATE BROWN



BUNGALOW BROWN

---

## DAVIS EVER-BRIGHT PRESERVATIVE SHINGLE STAIN



MEDIUM GREEN



MOSS GREEN



BUNGALOW BROWN

Shingle Stain can  
be applied with  
Brush, Spray Gun  
or by Dipping.



RICH RED

We can also fur-  
nish these colors  
in Roof Paints  
instead of Stains.  
(See price list.)



# Davis

RIGHT

Digitized by



ASSOCIATION  
FOR  
PRESERVATION  
TECHNOLOGY,  
INTERNATIONAL

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